

SIZE MITZY GREY WITH ORANGE BIOTHANE



the
MUZZLE
MOVEMENT

SIZE
Mitzy
MUZZLE

Short & Wide Fit (Largest Size)



the
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MOVEMENT

LARGEST OF OUR SHORT & WIDE FIT

Size Mitzy is the currently world's largest off-the-shelf plastic muzzle, developed to support dogs - especially XL Bullies, who've been left behind by the muzzle industry.

SIZE MITZY TEAL WITH ORANGE BIOTHAANE

UK and Global Dog Populations

Large-Breed Segment

The global dog muzzle market is expanding rapidly, growing at an estimated 12% annually (CAGR).

Our Mitzy-size muzzle fits within this growth but is purposefully designed for a specialised segment very large breeds like XL
Bullies, Akitas, and other power breeds.

By focusing on this underserved niche, we're not just part of a rising market we're leading in a category with high demand and low-quality competition.

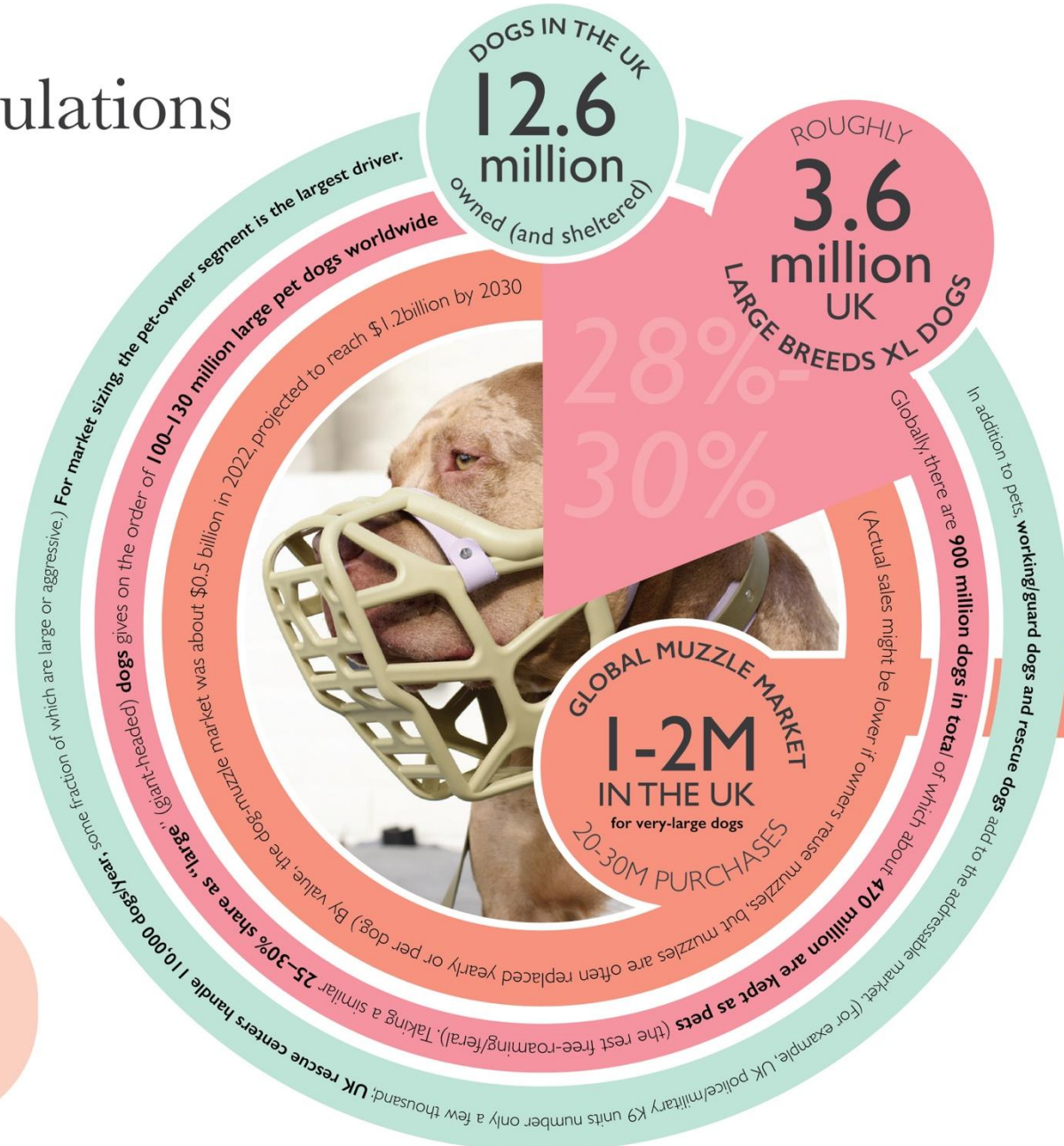


Key regional figures are:

EU 104M dogs (25–30M large dogs)

USA 90M dogs (15–20M large),

Rest of the world making up the balance.



Key Trends Driving Muzzle Demand

📈 Rising Large-Dog Popularity

- Big breeds are booming! Interest in XL Bully types surged over 3000% in 2023.
- Akitas, Malamutes, Mastiffs, and other large breeds remain popular especially post-COVID, as many families adopted large dogs.

😊 Growing Muzzle Acceptance

- Muzzles are losing the stigma.
- Vets, groomers, and trainers now recommend muzzle training especially for anxious or reactive dogs.
- More guardians are proactively investing in well-designed, comfortable muzzles.

⚖️ More Regulations, More Demand

- UK's XL Bully ban (Dec 2023) requires muzzles in public.
- Laws worldwide increasingly demand muzzles for large or listed breeds especially on public transport or after incidents.
- Public safety concerns = rising enforcement.

🔧 Product Innovation

- Muzzles are getting smarter: The best dog muzzles fit well
Our muzzles are designed to give your dog freedom to be a dog! Dogs wearing muzzles shouldn't live restricted lives or miss out on all the doggy things they can do without one.
- Better Fit = Better Comfort = Happier Dogs & Guardians.

Which is why our muzzles are:
Purpose-built, training-friendly muzzles designed to support the Five Freedoms of animal welfare stand out in a growing, modernised market





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WHY LAUNCH SIZE MITZY

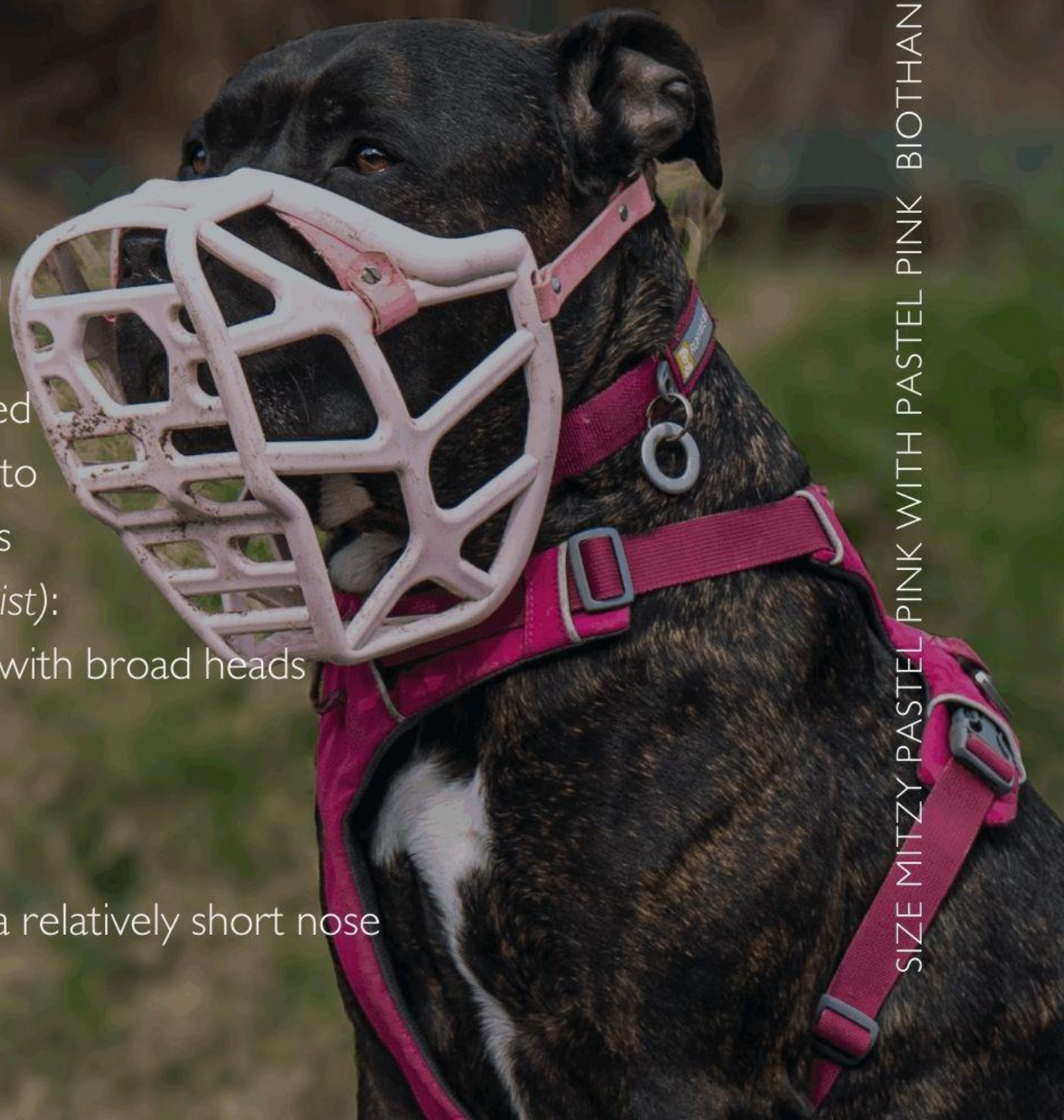
Following the UK XL Bully ban, many guardians, rescues and professionals were forced to rely on ill-fitting or unsafe muzzles or invest in expensive custom options. **Size Mitzy filled that gap, providing a safe, strong and humane alternative.**

SIZE MITZY BABY BLUE WITH SKYAN BLUE BIOTHANE

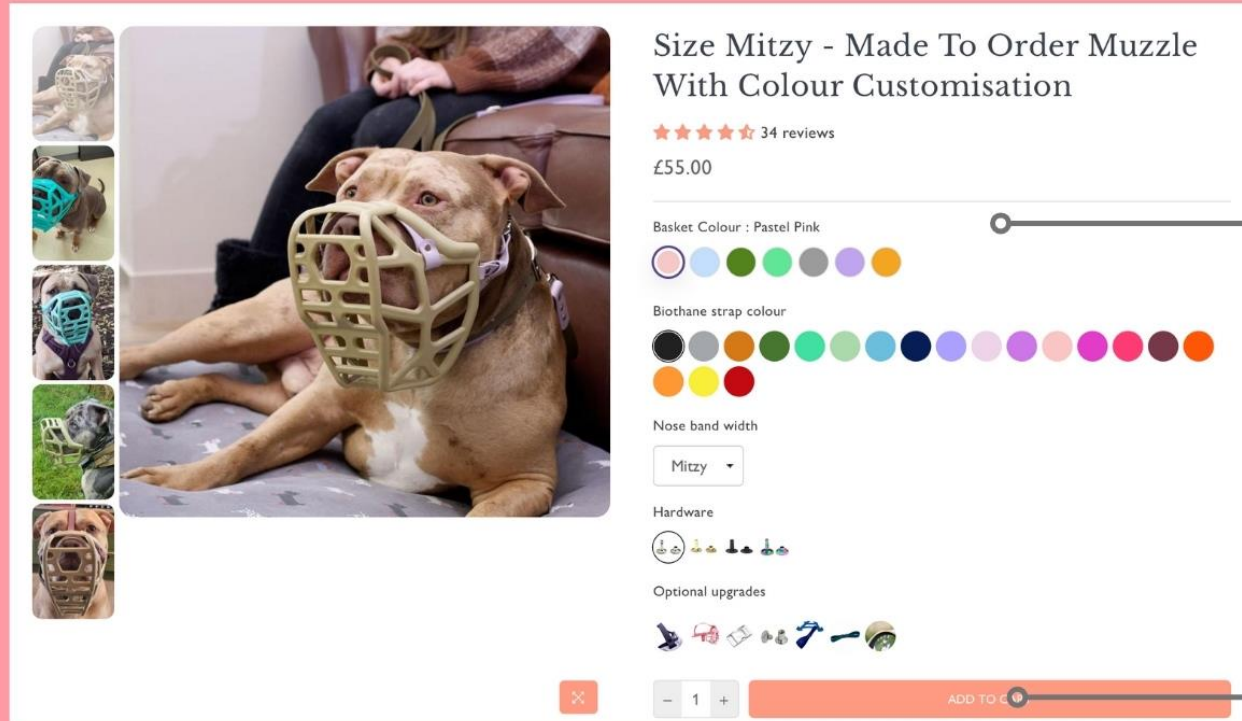
BREED GUIDANCE

We do not recommend sizing based solely on breed due to the variability within each breed. However, to provide a general idea, the Mitzy size commonly fits the following breeds (*note: this is not an exhaustive list*):

- XL Bully types
- Akita
- Large Alaskan Malamute
- Bullmastiff
- Caucasian Shepherd
- Large Rottweilernd
- Large crossbreeds with broad heads
- Large Cane Corso
- Newfoundland
- Leonberger
- Giant breeds with a relatively short nose
- Boerboel



SIZE MITZY PASTEL PINK WITH PASTEL PINK BIOTHANE



Popular Colours
Khaki & Grey



Pre-orders
launched:
February 2024

Available for
general sale:
December 2024

1547
TOTAL SALES

MITZY DATA

FROM LAUNCH IN NOVEMBER 2024

Size Mitzy is the currently world's largest off-the-shelf plastic muzzle, developed to support dogs - especially XL Bullies - who've been left behind by the muzzle industry.

DOGS SUPPORTED | 100+

RESCUE CENTRE
DONATIONS

30+

February 24 to
June 25



SIZE MITZY LILAC WITH PASTEL PURPLE BIOTHANE

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KEY DESIGN IMPROVEMENTS

- An updated head strap attachment for a sleeker profile that reduces visual obstruction
- Softened edges for enhanced comfort

SIZE MITZY KHAKI WITH MILITARY GREEN BIOTHANE

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VISION FRIENDLY HEAD STRAP

Flat design for clear sightlines and extra comfort, boosting confidence, stability, and freedom during training, play, and everyday wear.



SIZE MITZY KHAKI WITH PASTEL PURPLE BIOTHANE

AMPLE PANTING SPACE

- Fully open their jaws for effective panting & temperature regulation
- Drink water comfortably
- Vomit safely, if necessary
- Communicate through body language, like yawning or lip-licking
- This ensures a more natural, less restrictive experience, supporting both physical comfort and emotional well-being.

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LIGHTWEIGHT, COMFORTABLE SAFE

**Full functionality without the bulk
for everyday comfort, easier training, &
happier dogs.**

WEIGHT: Approximately 209.3 grams
compared to other brands 257 grams.



SIZE MITZY BABY BLUE WITH ORANGE BIOTHANE

FRONT FACING TREAT HOLE

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**Reward training made easy:
Deliver treats without removing the muzzle!
Supports natural snuffling, foraging, and enrichment
during sessions.**

**Also allows safe post-anaesthesia extubation for vets,
no need to remove the muzzle.**

SIZE MITZY KHAKI WITH PASTEL PURPLE BIOTHAANE

SIZE MITZY GREY WITH ORANGE BIOTHANE

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DURABLE BIOTHANE STRAPPING

**Adjustable, easy to clean, built for comfort, ready
for training, adventures, and everyday wear.**



SMOOTH COMFORT TOUCHPOINTS

Soft edges and contours reduce friction,
keeping dogs comfortable even during long wear.

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SIZE MITZY KHAKI WITH PASTEL PURPLE BIOTHAANE



DESIGN STAGES FOR SIZE MITZY DOG MUZZLE

- 9 Prototypes
- 100+ tests on different dogs' faces
- Over a year of Design Time

Size Mitzy was born & we are so proud

